

Rep Order# 9776257 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 31483
Printed: 10/18/2012 10:36 AM
Last Received: 10/18/2012 9:03 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 4

Station WWSB-TV SARASOTA,FL
Advertiser (DEFEND JUSTICE
Product
Estimate# 1547
Buyer JANET KATOWITZ
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 GST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 36/1379/1547
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

LT Ln Day Time Program

Len Rate Dates Spots/Week # of Total Spots Total Cost Daypart

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*6 M-TU 8A-9A GMA
Sales Remark: V9 REVISED
V9 Comment: Changed, Spots/week Changed

:30 \$200.00 10/30-11/02 3 1 3 \$600.00
:30 \$400.00 11/05-11/06 0 0 0 \$0.00

*7 TU-F 11A-12P VIEW

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$200.00 10/30-11/02 3 1 3 \$600.00
:30 \$125.00 10/30-11/02 3 1 3 \$375.00

*9 TU-F 12P-1230P NEWS

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$125.00 10/30-11/02 3 1 3 \$375.00
:30 \$350.00 10/30-11/02 0 0 0 \$0.00

*10 TU-F 5P-530P NEWS

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$125.00 10/30-11/02 3 1 3 \$375.00
:30 \$350.00 10/30-11/02 0 0 0 \$0.00

*12 M 530P-6P NEWS

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$500.00 11/05-11/05 0 0 0 \$0.00
:30 \$500.00 11/05-11/05 0 0 0 \$0.00

*13 TU-F 6P-630P NEWS

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$800.00 10/30-11/02 2 1 2 \$1,600.00
:30 \$800.00 10/30-11/05 0 0 0 \$0.00

*14 M 6P-630P NEWS

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$800.00 10/30-11/05 0 0 0 \$0.00
:30 \$1,000.00 10/05-11/05 0 0 0 \$0.00

*15 TU-F 630P-7P NEWS

Sales Remark:
V9 Comment: Changed, Spots/week Changed

:30 \$400.00 10/30-11/02 2 1 2 \$800.00
:30 \$400.00 10/30-11/02 1 1 1 \$1,000.00

*17 TU-F 7P-730P MILLIONAIRE
Sales Remark: V9 REVISED
V9 Comment: Changed, Spots/week Changed

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Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL ISSUE GROU
Product DEFEND JUSTICE
Estimate# 1547
Buyer JANET KATOWITZ
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G ST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 361/379/1547
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

LT Ln Day Time Program

Len Rate Dates

Spots/Week # of Weeks Total Spots

Total Cost Daypart
